

Rep Order#	6837451	Ver#	1	Mod#	0	Status	Confirmed
EC'd	Yes						

8897      Printed: 07/30/2012 12:43 PM  
Last Received: 07/30/2012 11:28 AM  
Showing Buylines: All Lines

1  
25

**Advertiser** ( RNC-ROMNEY FOR PRES  
**Product** RNC-ROMNEY  
**Estimate#** 295  
**Buyer** STEPHANIE KINCAID  
**Phone#**

**Agency** ( ) AMERICAN RAMBLER PRODUCTIONS  
138 CONANT STREET  
BEVERLY, MA 02494  
**Agency C/P1/P2/E** //295  
**Flight Dates** 08/01/2012 - 08/07/2012  
**Hiatus Weeks**

**Rep Firm** Sales Office ( ) **PHILADELPHIA**  
**Salesperson** ( ) **AMY MCCREARY**

— CONTRACT COMMENT —

RNC - ROMNEY SC=\*

LT	In	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost
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1	W-F	6A-7A			:30	\$700.00	08/01-08/03	6	1	6	\$4,200.00
				Buyline Comment: NEWS							
2	M-TU	6A-7A			:30	\$700.00	08/06-08/07	4	1	4	\$2,800.00
				Buyline Comment: NEWS							
3	M-TU	7A-9A									
				Buyline Comment: TODAY SHOW							
4	W-F	7A-9A			:30	\$1,400.00	08/06-08/07	4	1	4	\$5,600.00
				Buyline Comment: TODAY SHOW							
5	M-TU	9A-4P									
				Buyline Comment: OLYMPICS-DAYTIME							
6	W-F	9A-4P			:30	\$1,200.00	08/06-08/07	6	1	6	\$7,200.00
				Buyline Comment: OLYMPICS-DAYTIME							
7	M-TU	5P-630P									
				Buyline Comment: NEWS							
8	W-F	5P-630P			:30	\$1,000.00	08/01-08/03	6	1	6	\$6,000.00
				Buyline Comment: NEWS							
9	W-F	630P-7P			:30	\$1,100.00	08/01-08/03	6	1	6	\$6,600.00
				Buyline Comment: JEOPARDY							
10	M-TU	630P-7P			:30	\$1,100.00	08/06-08/07	4	1	4	\$4,400.00

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2 of 3

Station KSNV-TV LAS VEGAS, NV.

Advertiser ( ) RNC/ROMNEY FOR PRES

Product RNC-ROMNEY

Estimate# 295

Buyer STEPHANIE KINCAID

Phone#

Fax#

LT

Ln

Day

Time

Program

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Agency ( ) AMERICAN RAMBLER PRODUCTIONS

138 CONANT STREET

BEVERLY, MA 01949

Agency C/P1/P2E //295

Flight Dates 08/01/2012 - 08/07/2012

Hiatus Weeks

Len

Rate

Dates

Spots/Week # of Weeks

Total Spots

Total Cost

Daypart

Rep Firm ( ) PHILADELPHIA

Sales Office ( ) AMY MCCREARY

Salesperson ( ) AMY MCCREARY

Salesperson Phone# 215-568-6540

Salesperson FAX# 215-568-1845

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11 W-F 7P-730P  
Buyline Comment: WHEEL :30 \$1,100.00 08/01-08/03 3 1 1 2 \$3,000.00

12 M-TU 7P-730P  
Buyline Comment: WHEEL :30 \$1,100.00 08/06-08/07 2 1 1 2 \$2,200.00

13 W-F 730P-8P  
Buyline Comment: OLYMPIC ZONE :30 \$750.00 08/01-08/03 3 1 1 3 \$2,250.00

14 M-TU 730P-8P  
Buyline Comment: OLYMPIC ZONE :30 \$750.00 08/06-08/07 2 1 1 4 \$1,500.00

15 M-TU 12A-1230A  
Buyline Comment: OLYMPIC LATE NEWS :30 \$1,000.00 08/01-08/03 6 1 1 6 \$6,000.00

16 W-F 12A-1230A  
Buyline Comment: OLYMPIC LATE NEWS :30 \$1,000.00 08/04-08/04 4 1 1 4 \$6,800.00

17 SA 9A-6P  
Buyline Comment: OLYMPIC DAYTIME :30 \$1,700.00 08/04-08/04 2 1 1 1 \$750.00

18 SA 730P-8P  
Buyline Comment: OLYMPIC ZONE :30 \$750.00 08/04-08/04 1 1 1 1 \$750.00

19 SA 8P-12A  
Buyline Comment: OLYMPIC PRIME :30 \$6,000.00 08/04-08/04 2 1 1 2 \$12,000.00

20 SA 12A-1230A  
Buyline Comment: OLYMPIC LATE NEWS :30 \$1,000.00 08/05-08/05 4 1 1 2 \$2,000.00

21 SU 6A-6P  
Buyline Comment: OLYMPIC DAYTIME :30 \$1,700.00 08/05-08/05 4 1 1 4 \$6,800.00

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Hiatus Weeks

Rep Firm PHILADELPHIA  
Sales Office ( ) AMY MCCREARY  
Salesperson ( ) AMY MCCREARY  
Salesperson Phone#: 215-568-6540  
Salesperson FAX#: 215-568-1845

Len Rate Dates Spots/Week # of Total Cost  
Weeks Spots

Daypart

23 SU 8P-12A	:30	\$1,000.00	08/05-08/05	1	1	1	\$6,000.00
24 SU 12A-1230A	:30	\$1,000.00	08/05-08/05	2	1	2	\$2,000.00

Buyline Comment: OLYMPICS  
Buyline Comment: NEWS

**—REPORT TOTALS—**

Report Totals: 93 / \$117,300.00

**—SALES MONTHLY TOTALS—**

Aug 12: 93 / \$117,300.00

Sales Totals: 93 / \$117,300.00

Station Totals: 93 / \$117,300.00

Lines not sent/rclld/rtrn: 0 / \$0.00

**—COMPETITIVE—**

Market Totals	\$434,444	CATV	0%	KBLR	0%	KINC	0%	KLAS	43%	KSNV	27%
		KTNV	14%	KTUD	0%	KVCM	1%	KVMY	2%	KVNU	13%
		XXXX	0%								

Books JUL12  
Demos RA35+

**—CREDIT RISK—**  
CASH IN ADVANCE